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ABSTRACT

In a brief review of the use of audiovisual materials in the library, the author uses descriptions of programs in the Pittsburgh, Pennsylvania area to document current developments in public school libraries, regional centers, district centers, and academic libraries. She notes that some centers have equipment and no media and some have media and no equipment, that some librarians are disinterested and some fear audiovisual equipment, but there are a growing number of libraries that have the media, the equipment, and the programs which show potential for the future. (JY)

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ISAD AV Program July, 1976

Audiovisual Materials in Libraries Today

by Blanche Woolls

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(The following talk was one of four presentations. The talk was supplemented by 35mm slides. Slides could be reproduced upon request to Blanche Woolls, GSLIS, University of Pittsburgh, Pittsburgh, Pa. 15260.)

While museums, film libraries, film cooperatives, phonorecord collections, and circulating picture collections have existed for many years, the greatest impetus to the expansion of audiovisual materials in library collections and their subsequent use by library patrons has been the flow of federal funds into the library community.

In many states LSCA funds provided the means for developing film libraries where none existed. ESEA Title II provided school libraries with funds to purchase media. It was puzzling to realize that many state plans for the expenditures of Title II allocations limited the percentage which could be spent on media, perhaps because a greater need was perceived for print than for nonprint. The reduction of federal funds will certainly hinder the continued expansion of audiovisual materials collections and will probably predict the curtailment of some existing programs.

When preparing for this brief talk it seemed the best possible way to describe the use of audiovisual materials in libraries today by the use of media itself. Before we begin I must give credit to Jerry Synowiec, media person for the Graduate School of Library and Information Sciences at the University of Pittsburgh for driving through wind and storm -- well, it was raining -- to take the pictures for me.

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A decision was necessary -- to seek out examples of media use in libraries all over the United State -- or to photograph in the Pittsburgh area and assume that this area is typical of the remainder of the United States. Since Jerry and I were limited both in time and travel funds, visiting a variety of locations outside the Pittsburgh area was not feasible. Having viewed a variety of situations in other parts of the country, it is my opinion that what you will see today is neither the best you could find, nor the worst, not the least exciting nor the most exciting. You will be the judge of the degree of "typical."

The public schools are somewhat further ahead in the use of media than are other agencies. This may be true because of the priorities put on the establishment of elementary and secondary multi-media libraries through the publication of the 1969 Standards for School ^{Media Programs} Libraries and the 1975 Media Programs District and School. The trend or impetus further came about with the push for the establishment of libraries in all schools which was initiated in the early 60's. Whatever the reason, we will begin with school libraries.

Mt. Lebanon is in the South Hills across the Monogahela River from downtown Pittsburgh. Herbert Hoover School is an open concept elementary school. The principal, Dr. Shirley Davidson, is an administrator who is vitally interested in a good library/media program and supported the planning of the librarian when new building blueprints were being finalized by the architect.

SLIDE: Jane Atwell, librarian

SLIDE: The reading room houses the traditional book collection

SLIDE: The globe, long a "recommended" audiovisual item for libraries.

SLIDE: The room to the right of the globe has tables and chairs for 15 students, permanent screen. It is used also for storytelling. A door near the greenboard leads into an adjoining room.

SLIDE: This room, just off the faculty workroom, has individual listening/viewing and space for an entire class to view a 16mm film.

Television in schools is represented by the efforts of Lee Shafer in the high school at the east of Pittsburgh in the Churchill School District. Mr. Shafer teaches a video class (which receives .5 credits with algebra pays 1.0) and this class sent along a three minute video tape they made especially for this performance. I might add that any and all of the performers are ready for contracts if anyone is interested.

VIDEOTAPE:

Students do video interviews as well as athletic and dramatic events. One local television newscaster came to the school and acted as moderator for a discussion between school board members, the superintendent and a parent on combining two school districts.

Our next slides will be of a regional center. The Allegheny Intermediate Unit is one of twenty-nine intermediate units in the Commonwealth of Pennsylvania. Two of the largest are the intermediate units for the cities of Pittsburgh and Philadelphia. Allegheny Intermediate Unit serves Allegheny County with the exception of Pittsburgh. Some intermediate units serve two or more counties.

SLIDE: Adele Patterson and Linda German are pictured in a "book" role.

3 SLIDES: Adele also oversees a preview and non-circulating media collection. At the end of the media room is the media production lab.

SLIDE: The circulating film library is traditional in many ways. It is larger than many for it has 5,000 titles, 13,000 prints -- an 85 percent increase since 1970. The library circulates 1,000 films per day during the school year.

SLIDE: Film maintenance machine. Still typical.

SLIDE: Jim Hoke, Director, with the catalog of those 5,000 titles -- a computer generated catalog

SLIDE: The distribution/booking system -- key punched cards

SLIDE: Computer

We will leave school libraries and go to the public library as a housing for media.

SLIDE: Arthur Leroy Stewart, former student of mine, successful member of the staff of the Carnegie Public Library of Pittsburgh where he is audiovisual librarian. He is great interest to me for he married one of my advisees.

SLIDE: One aspect of the use of audiovisual in Carnegie is an 8mm collection which is housed in colorful cabinets in the center of this historic landmark building.

SLIDE: Allegheny Regional Branch of the Carnegie Library of Pittsburgh as pictured on American Libraries sits almost on top of the Allegheny Intermediate Unit film collection which is housed underground. Both library and intermediate unit are located in the Allegheny Mall near Three Rivers Stadium.

SLIDE: Inside one finds the regional film library cardex booking system and the viewing room.

SLIDES: Film viewing room, film storage

The holdings of three district centers in Pennsylvania follow. The first, Bellefonte District Center would be classified as a small center, the Altoona District Center is a medium-sized center and the Pittsburgh Regional Center is a large center. The final figures are the total audiovisual holdings of the Pennsylvania District Library Centers.

BELLEFONTE (CENTRAL PENNSYLVANIA) DISTRICT CENTER

Centre County Library
203 North Allegheny Street
Bellefonte, PA 16823
814-355-3493
Mr. Gary Wolfe
AV Department Head

SOFTWARE

<u>RECORDS</u>	<u>1000</u>
<u>RECORD SETS</u>	<u>150</u>
<u>FILMSTRIPS</u>	<u>50</u>
<u>GLOBES</u>	<u>1</u>
<u>MAPS AND CHARTS</u>	<u>4</u>
<u>MICROFILM</u>	<u>250</u>
<u>SINGLE CONCEPT FILMS</u>	<u>24</u>
<u>SLIDES</u>	<u>100</u>
<u>16mm FILMS</u>	<u>182</u>

HARDWARE

<u>PROJECTION SCREENS</u>	<u>3</u>
<u>CASSETTE PLAYER</u>	<u>1</u>
<u>TALKING BOOK MACHINES</u>	<u>18</u>
<u>16 mm FILM INSPECTION MACHINE</u>	<u>1</u>
<u>READERS:</u>	
<u>Microfilm</u>	<u>1</u>
<u>PROJECTORS:</u>	
<u>Slide/Filmstrip</u>	<u>2</u>
<u>16mm</u>	<u>4</u>
<u>8mm Silent</u>	<u>1</u>

ALTOONA DISTRICT CENTER

Altoona Area Public Library
1600 Fifth Avenue
Altoona, PA 16602
814-946-0417
Mrs. Maxine Rhodes
Audio Visual Coordinator

SOFTWARE

<u>ACADEMIC GAMES</u>	<u>29</u>
<u>PUZZLES</u>	<u>74</u>
<u>ART PRINTS</u>	<u>257</u>
<u>MINI MASTERS</u>	<u>130</u>
<u>RECORDS</u>	<u>3092</u>
<u>RECORD SETS</u>	<u>198</u>
<u>CASSETTES</u>	<u>438</u>
<u>GLOBES</u>	<u>2</u>
<u>KITS</u>	<u>61</u>
<u>MAPS AND CHARTS</u>	<u>36</u>
<u>SCULPTURE</u>	<u>5</u>
<u>SINGLE CONCEPT FILMS</u>	<u>278</u>
<u>SLIDES</u>	<u>1400</u>
<u>SOUND FILMSTRIPS</u>	<u>21</u>
<u>SOUND FILMSTRIP SETS</u>	<u>35</u>
<u>STUDY PRINTS</u>	<u>454</u>
<u>VIDEO TAPES</u>	<u>50</u>
<u>16mm FILMS</u>	<u>269</u>
<u>POSTERS</u>	<u>522</u>
<u>MICROFICHE</u>	<u>5863</u>
<u>MICROFILM</u>	<u>1448</u>

HARDWARE

<u>PROJECTION SCREENS</u>	<u>5</u>
<u>REAR PROJECTION SCREENS</u>	<u>2</u>
<u>PROJECTION CARTS WITH POWER</u>	<u>1</u>
<u>REEL TO REEL RECORDERS</u>	<u>1</u>
<u>AC/DC CASSETTE RECORDERS</u>	<u>10</u>
<u>CASSETTE PLAYERS</u>	<u>2</u>
<u>STEREO DUPLICATOR</u>	<u>1</u>
<u>RECORD PLAYER</u>	<u>5</u>
<u>PORTABLE LISTENING UNITS</u>	<u>2</u>
<u>NON-PORTABLE LISTENING UNITS</u>	<u>2</u>
<u>PORTABLE SOUND AMP. PUB. ADDRESS</u>	<u>2</u>
<u>NON-PORTABLE SOUND AMP. PUBLIC ADDRESS</u>	<u>1</u>
<u>TALKING BOOK MACHINES</u>	<u>16</u>
<u>35mm CAMERAS</u>	<u>1</u>
<u>INSTAMATIC CAMERAS</u>	<u>3</u>
<u>B/W POLAROID CAMERA</u>	<u>1</u>
<u>RECEIVERS</u>	<u>2</u>
<u>RECEIVER MONITOR</u>	<u>1</u>
<u>3/4 INCH VIDEOCASSETTE RECORDER/PLAYER</u>	<u>1</u>
<u>3/4 INCH VIDEOCASSETTE PLAYER</u>	<u>2</u>
<u>PORTA PAK B/W</u>	<u>2</u>
<u>PORTA PAK COLOR</u>	<u>1</u>
<u>VIDEO TRIPOD</u>	<u>2</u>

ALTOONA DISTRICT CENTER (cont.)

HARDWARE (cont.)

<u>3mm TRIPOD</u>	<u>2</u>
<u>8mm FILM EDITOR</u>	<u>1</u>
<u>16mm FILM EDITOR</u>	<u>1</u>
<u>1/2 INCH VIDEO TAPE EDITOR</u>	<u>1</u>
<u>8mm FILM INSPECTION MACHINE</u>	<u>1</u>
<u>16mm FILM INSPECTION MACHINE</u>	<u>1</u>
<u>16mm REWINDS</u>	<u>1</u>
<u>DRY MOUNT PRESS</u>	<u>1</u>
<u>LAMINATOR</u>	<u>1</u>
<u>THERMAL TRANSPARENCY MAKER</u>	<u>1</u>
<u>STAGE/PORTABLE</u>	<u>1</u>

READERS:

<u>Microfilm</u>	<u>2</u>
<u>Microfilm Reader/Printer</u>	<u>2</u>
<u>Microfiche</u>	<u>2</u>

PROJECTORS:

<u>Slide Filmstrip</u>	<u>1</u>
<u>Auto 2 x 2 Slide</u>	<u>3</u>
<u>Manual 2 x 2 Slide</u>	<u>2</u>
<u>Filmstrip with sound</u>	<u>5</u>
<u>Overhead</u>	<u>1</u>
<u>Opaque</u>	<u>1</u>
<u>16mm</u>	<u>8</u>
<u>8mm</u>	<u>4</u>
<u>Super 8mm/Sound</u>	<u>1</u>
<u>SUPER 8mm CAMERA/SOUND</u>	<u>2</u>

SPECIAL MEDIA PROGRAMS

- Library art gallery scheduling local artists' work on a monthly basis
- Monthly exhibits from local patrons with their collectables
- Film matinee at main library every second Saturday
- Weekly film showings for local day-care centers
- Circulate cassette/filmstrip combinations with accompanying hardware from childrens room
- Offer preview service for 8 and 16mm films, slide and filmstrip programs to individual patrons
- Films-Sandwiched-In every Wednesday at noon
- Tootsie-Roll Film matinee every third Friday
- Produce and cablecast over our local CATV Channel 2 a weekly community interest program i.e., Bicycle Safety, Fire Safety, Know Your Altoona Police Department, Local Election Issues, and video tape Bicentennial Minutes for the Blair County Bicentennial Commission
- Video tape special library programs such as puppet shows, childrens theater productions, pet parades and book reviews
- Media Van (mobile theater) equipped with a stage, and rear projection equipment to offer films, puppets and drama to local housing authority, to the Park and Recreation Authority and local shopping malls
- 8mm film workshop
- Public typewriter
- Circulate to the public 16mm and 8mm film projectors and screens. Also a B/W Video Porta Pak and video cassette recorder for a minimal rental fee

PITTSBURGH DISTRICT CENTER

Carnegie Library of Pittsburgh
4400 Forbes Avenue
Pittsburgh, PA 15213
412-622-3100
Mr. Arthur Stewart
Associate Director Central Readers Services

SOFTWARE

<u>RECORDS</u>	<u>24084</u>
<u>CASSETTES</u>	<u>1663</u>
<u>GLOBES</u>	<u>25</u>
<u>MAPS & CHARTS</u>	<u>75500</u>
<u>MICROCARD</u>	<u>140000</u>
<u>MICROFICHE</u>	<u>686642</u>
<u>MICROFILM</u>	<u>22858</u>
<u>SINGLE CONCEPT FILM (8mm SOUND)</u>	<u>15</u>
<u>SINGLE CONCEPT FILM</u>	<u>885</u>
<u>SLIDE SET</u>	<u>504</u>
<u>SLIDES</u>	<u>92000</u>
<u>SOUND SLIDE SETS</u>	<u>160</u>
<u>STUDY PRINTS</u>	<u>325075</u>
<u>8mm FILMS</u>	<u>63</u>
<u>16mm FILMS</u>	<u>1440</u>

HARDWARE

<u>FILMSTRIP PREVIEWERS</u>	<u>2</u>
<u>SLIDE SORTER</u>	<u>3</u>
<u>PROJECTION SCREENS</u>	<u>16</u>
<u>REAR PROJECTION SCREEN</u>	<u>1</u>
<u>REEL TO REEL RECORDER</u>	<u>4</u>
<u>AC/DC CASSETTE RECORDER</u>	<u>2</u>
<u>CASSETTE PLAYER</u>	<u>2</u>
<u>RECORD PLAYER</u>	<u>25</u>
<u>POLAROID CAMERA</u>	<u>1</u>
<u>AUDIO CASSETTE DUPLICATOR</u>	<u>1</u>
<u>B/W MONITOR/REC.</u>	<u>1</u>
<u>B/W PORTA PAK</u>	<u>1</u>
<u>RECEIVER COLOR</u>	<u>1</u>
<u>T.V. STAND</u>	<u>1</u>
<u>VTR 1/2 INCH</u>	<u>1</u>
<u>8mm EDITOR</u>	<u>2</u>
<u>16mm INSPECTION MACHINE</u>	<u>2</u>
<u>DRY MOUNT PRESS</u>	<u>3</u>
<u>LAMINATOR</u>	<u>1</u>

READERS:

<u>Microfilm</u>	<u>29</u>
<u>MICROFILM READER/PRINTER</u>	<u>1</u>
<u>MICRO-CAPTFIDGE</u>	<u>1</u>
<u>MICRO-CAPTFIDGE READER/PRINTER</u>	<u>1</u>
<u>MICROFICHE READER/PRINTER</u>	<u>1</u>
<u>MICROFICHE</u>	<u>1</u>

10

PITTSBURGH DISTRICT CENTER (cont.)

HARDWARE (cont.)

READERS (cont.):

<u>Microcard Reader/Printer</u>	<u>1</u>
<u>Microcard</u>	<u>1</u>

PROJECTORS:

<u>Slide/Filmstrip</u>	<u>2</u>
<u>2 x 2 Slide Auto</u>	<u>1</u>
<u>2 x 2 Slide Manual</u>	<u>6</u>
<u>Overhead</u>	<u>1</u>
<u>Opaque</u>	<u>1</u>
<u>16mm</u>	<u>22</u>
<u>Super 8mm Silent</u>	<u>3</u>

<u>SLIDE PREVIEWER 2 x 2</u>	<u>1</u>
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TALKING BOOK RECORD PLAYERS 6850

SPECIAL MEDIA PROGRAMS

- Video-taped "Dramatization" of African dancers and stories: A program conducted in several inner-city schools by our African story-teller.
- Video-taping workshop for Central Library staff.
- Video-taping workshops for branch library staffs.

TOTAL AUDIO VISUAL HOLDINGS OF PENNSYLVANIA DISTRICT LIBRARY CENTERS

Academic Games	1,298	Study Prints	332,048
Art Prints	1,094,190	Study Print Sets	3
Art Print Sets	10	Video Tapes	150
Audio Records	160,984	8mm Films	604
Audio Record Sets	10,385	16mm Sound Films	9,034
Cartridges	237	<u>PROJECTORS:</u>	
Cassettes	9,000	Filmstrip/Slide	62
8 Track Music Cartridges	497	Slide/Auto	25
8 Track Tapes	34	Slide/Manual	28
Filmstrips	9,684	Filmstrip/Sound	27
Filmstrip Sets	120	Filmstrip/2 1/2 x 2 1/2	23
Globes	77	Filmstrip/3 1/2 x 4	6
Kits	450	Overhead	12
Maps and Charts	215,788	Opaque	5
Microcard	542,956	Viewmasters	13
Microfiche	1,361,001	16mm	183
Microfilm	207,525	Super 8mm/Silent	14
Models	362	Super 8mm/Sound	2
Overhead Transparencies	100	Super 8mm Endless Loop	19
Overhead Transparency Sets	3	Super 8mm Cartridge/Sound	8
Reel to Reel Tapes	25,317	Filmstrip Previewers	32
Sculpture	186	2 x 2 Slide Previewers	20
Single Concept Film 8mm Sound	42	Slide Sorter	22
Single Concept Film	2,203	Screens	151
Slide Sets	3,204	Rear Projection Screens	17
Slides	137,898	Projection Carts/Power	23
Sound Slide Sets	464	Projection Carts	7
Sound Filmstrips	2,590	Reel to Reel Tape Recorders	28
Sound Filmstrip Sets	635	AC/DC Cassette Recorders	69
	12		

Cassette Players	2,625	Video Tape Recorder 1/2 Inch	9
Tape Duplicating Equipment	3	Video Tape Recorder 3/4 Inch	1
Record Players	171	Receivers B/W	9
Listening Units Portable with Headsets	20	Receivers Color	4
Listening Units Non-Portable with Headsets	2	Porta Pak B/W	7
Portable Public Address	11	Porta Pak Color	1
Non-Portable Public Address	1	Television Stands	3
Audio Cassette Duplicators	6	Video Tape Tripods	1
Talking Book Record Players	8,559	8mm Film Editor	7
Juke Box	1	16mm Film Editor	7
Thermal	1	Video Tape Editor 3/4 Inch	1
Microfilm Readers	153	8mm Film Inspection Machine	1
Microfilm Reader/Printers	51	16mm Film Inspection Machine	21
Microcartridge Readers	1	8mm Film Rewinds	2
Microcartridge Reader/Printers	2	16mm Film Rewinds	2
Microfiche Readers	56	Dry Mount Press	9
Microfiche Reader/Printers	12	Laminator	7
Microcard Readers	13	Slide Tape Synchronizer	1
Microcard Reader/Printers	3	Flannel Board	1
35mm Cameras	8	Easel	4
16mm Cameras	1	Puppet Stage	3
Super 8mm Cameras	6	Projected Books Projector	501
Instamatic Cameras	15	Film Splacers	1
Polaroid Cameras	3	Posters	322
Processor Cameras	1	Picture File	12,407
B/W Monitor	4	Blackboards	1
Color Monitor	1	Wooden Podiums	2
Monitor Receiver B/W	6	Ceiling Projectors	1
Monitor Receiver Color	4	Bed Spectacles	1

Academic libraries are represented by the Hillman Library at the University of Pittsburgh.

SLIDE: Kathy Matusic is in charge of the Hillman Communication Center which is on the ground floor of Hillman Library.

SLIDE: Marvis Sorrell on the right has been working here while completing her MLS at Pitt. Unfortunately she's going to dental school in the fall.

SLIDES: Views of equipment and persons using the equipment in the Communication Center.

SLIDE: This user is Randy Strothman who was formerly in charge of the Communication Center.

Special libraries will be shown also at the University of Pittsburgh. University of Pittsburgh's School of Nursing media center is, hopefully, representative of services found in other special libraries.

SLIDE: Nurses working in media center. Dr. Tony Arabia, Director, says to tell you that he allows smoking.

SLIDE: Dr. Arabia, seen here on right of slide. To his left is Dr. Sam Postlewaithe.

SLIDES: Dr. Arabia, in cooperation with the instructors, has developed activity packages which are under constant revision.

SLIDES: Students can develop their own presentations. One of the activity packages explains how to use the visual maker and we have a series of slides of a student using this visual maker to produce a presentation. This is a "sound page", 8 1/2" x 11" with a 3-4 minute playback.

This center is not in competition with the Falk Library which is the information center for the medical schools.

A touch of Pennsylvania -- a little more about the Pittsburgh area -- but, by my assessment, typical.

We have centers with equipment and no media -- and media at the district level with no equipment. We have disinterest as well as interest at all levels. We have fear of the equipment by many who might otherwise try. But we do have media and programs which make use of media. And potential for the future.